

To all Communications Directors and Chief Financial Officers,

Continuing the policy used in years past, we ask that all agencies prepare and submit Marketing and Communications Plans for FY15. This plan, like the FY14 plan, should include all paid and earned media campaigns, sponsorships, promotional items and publications.

The FY15 plan must be submitted by COB Monday, April 14, 2013, via email to OMBCommunications@omb.in.gov. The Committee will review these plans and obligations shall not be made until these plans have received approval from the Committee. The approved plan will act as the final budget for the agency's communications. Any changes in the plan during FY15 must be submitted using an amendment form and be approved by the Committee.

In developing their plans, agencies should keep in mind the Office of Management and Budget and State Budget Agency's September 30, 2013 memo which declared, "Agencies should minimize media and advertising expenses to the greatest extent possible." This memo, found attached, also discourages the purchase of promotional items and sponsorships.

In addition, agencies are encouraged to consolidate all communications plans within the agency into one, comprehensive plan in order to improve efficiency and organization of the overall approval process. For paid media plans, agencies should include dates for the campaign, targeted demographic information, the frequency and duration of the ad, and specific locations where the ad will run. Agency Communications and Program Directors should work with agency finance staff to finalize budgets prior to submitting their plan to the Committee.

Attached are budget and communications plan templates. Agencies must submit their plans and budgets using these templates. Please complete all fields and provide the best available estimates based on quotes or historical spending data when requesting funds. Each budget item must be included and explained in the implementation section with the corresponding page number listed.

Agencies on the federal FY should submit a plan on the State FY. Some agencies have requested to submit a plan that starts on the State's FY and carries forward to the end of the federal FY (July 1, 2014-September 30, 2015). This is acceptable but not required.

In addition, FY15 plans should include measures for the evaluation and monitoring of communications activities along with results from the FY14 activities, if applicable. Ineffective activities should be placed under great scrutiny and either be discarded or changed to improve effectiveness.

Any further questions can be directed to OMBCommunications@omb.in.gov.

Thank you for your cooperation and effort put forth in creating these plans.

OMB Communications Efficiency Committee